

Lodging (Destination) in China

Market Direction | 2022-09-30 | 21 pages | Euromonitor

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Report description:

Lodging has continued to experience turbulence in 2022, as travel flows have been hampered by city-wide lockdowns and other travel restrictions imposed by the government. Many hotels are suffering from a drop in occupancy, indicating pessimistic prospects for the year. The sales of hotels are also still falling short of the pre-pandemic level. Nevertheless, mid-market hotels is set to see above-average recovery and key players are confident about the prospects for the Chinese market.

Euromonitor International's Lodging (Destination) in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Lodging (Destination) market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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